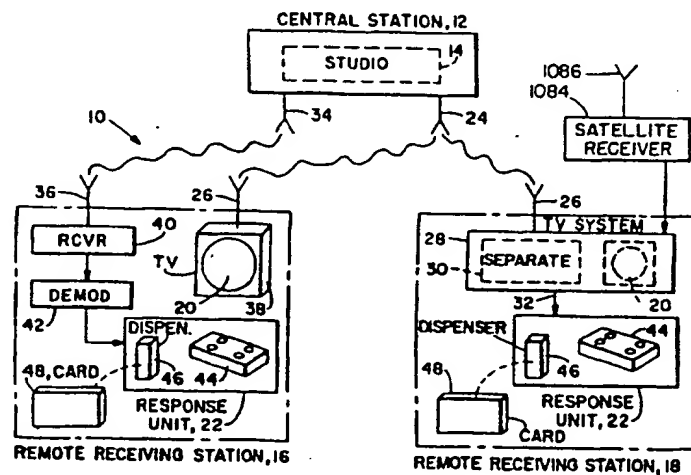




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification <sup>5</sup> : H04N 7/10, 7/00	A1	(11) International Publication Number: WO 94/19906 (43) International Publication Date: 1 September 1994 (01.09.94)
(21) International Application Number: PCT/US94/01535 (22) International Filing Date: 14 February 1994 (14.02.94) (30) Priority Data: 08/025,397 25 February 1993 (25.02.93) US (71)(72) Applicant and Inventor: VON KOHORN, Henry [US/US]; 945 Treasure Lane, Vero Beach, FL 32963 (US). (74) Agent: GREEN, Clarence, A.; Perman & Green, 425 Post Road, Fairfield, CT 06430-6232 (US).	(81) Designated States: AU, CA, JP, European patent (AT, BE, CH, DE, DK, ES, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).  Published With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.	

(54) Title: GENERATION OF ENLARGED PARTICIPATORY BROADCAST AUDIENCE



## (57) Abstract

A system and method for wagering and for evaluating responses to broadcast programs, such as television programs, includes an instructional signal modulated onto a signal transmitted concurrently with the television program, or time-multiplexed with a television. At each of a plurality of remote receiving stations (16, 18); one or more members of a remote audience (94) has the opportunity to respond to a situation presented in the television program by entering a response on a keyboard (44). The system includes, at each remote receiving station, a response unit (22) having a memory (106) responsive to the instructional signal for storing acceptable responses, a comparison circuit (116) for comparing responses entered at the keyboard with those stored in the memory, circuitry (104) for scoring responses in accordance with commands from the instructional signal, and a recording device (46) for providing a permanent record of the audience score at the remote station. For conducting a sweepstakes, numbers or other responses are entered at the remote stations and are stored at a central facility for verification. The program may be presented live conducted by a host at a central station (12), or by a prerecorded message accessible by telephone from a remote station with regulation from a central station, and may be transmitted via satellite simultaneously to numerous central stations for rebroadcast to an enlarged participatory audience.

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